

# Demand Builds For Merit Taste Technology.

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High and low tar smokers converted as news of 'Enriched Flavor' tobacco spreads.

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There's a low tar boom. An unprecedented move to low tar smoking.

And MERIT taste is a big reason. A taste made possible by 'Enriched Flavor' tobacco. Tobacco that delivers extraordinary taste without the usual corresponding increase in tar.

So much taste that after one short year, MERIT has emerged as a taste leader in low tar smoking.

And MERIT is attracting a lot more than just low tar smokers. A startling number of MERIT smokers are coming from high tar cigarettes. Perhaps the most flavor-conscious smokers of all.

Here are the test results which show why smokers are switching to MERIT. If you smoke, you'll be interested.



REGULAR and MENTHOL.

#### Taste-Test Proof

MERIT and MERIT 100's were both tested against a number of higher tar brands. The results proved conclusively that 'Enriched Flavor' tobacco does boost taste without the usual increase in tar.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

MERIT may be the first real challenge to high tar cigarettes. Demand is building.

And you can taste why.

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Year after year, Philip Morris outgrows the rest of the industry combined.

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